



Sustainability, Marketing and Communication

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Message from the Guest Editors

The scope of this Special Issue is to approach sustainable development from a marketing and communication multidimensional, but also trans- and interdisciplinary perspective. Topics of interest for publication in this Special Issue include, but are not limited to, the following:

- corporate practice of sustainable development on emerging versus developed markets;
- crowdfunding, communication and sustainable marketing;
- CSR-communication;
- CSR-Policy;
- eco-friendly transport within supply chains;
- enhancing sustainable patronage;
- ethical issues;
- intercultural sustainability;
- sustainability and social media;
- sustainability in supply chain;
- sustainability practices of national versus international companies;
- sustainability reporting and audit;
- sustainability, marketing, and communication in a pandemic;
- sustainable consumer behavior;
- sustainable entrepreneurship and communication;
- the future of marketing and/or communication sustainability: a holistic approach;





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